

NESTLE and their PERFINs

Rosemary Smith

Henri Nestle was born in 1814 in Frankfort on the Main, Germany. At 29 years of age, in 1843, he moved to the Swiss town of Vevey and here, in 1866, he launched the world's first milk product suitable for new-born babies. It was soon so successful that physicians recommended its use in the fight against high infant mortality.

In 1868 Nestle came to England and in 1873 began manufacture at Aylesbury, Buckinghamshire. By the time Nestle merged with its main rival, the Anglo-Swiss Milk Company in 1905, the combined companies had 18 factories, five of which were in Britain at Tutbury, Chippenham, Aylesbury, Middlewich and Staverton. From 1905 to 1926 the new headquarters were at St. George's House, Eastcheap, London.

In 1912 Nestle acquired a large share of Fussell & Co., and in 1913 opened the factory at Ashbourne in Derbyshire. Also in 1913 they began chocolate production at Hayes.

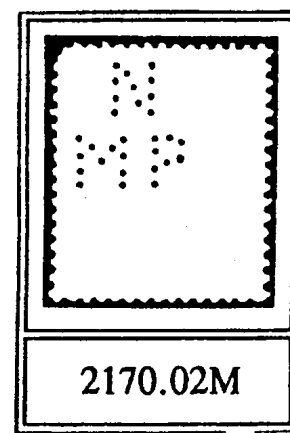
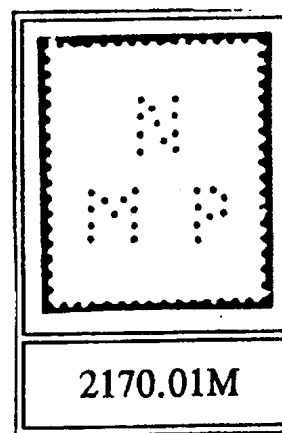
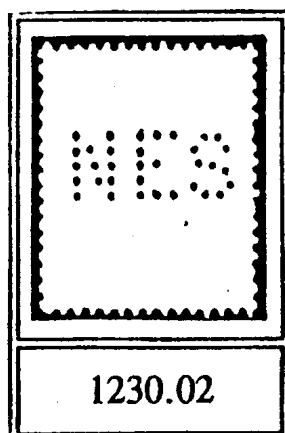
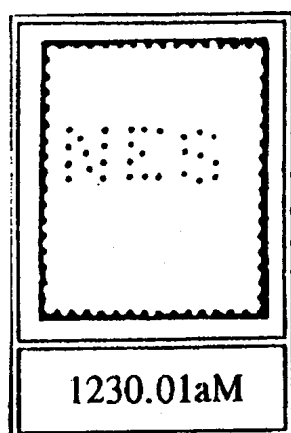
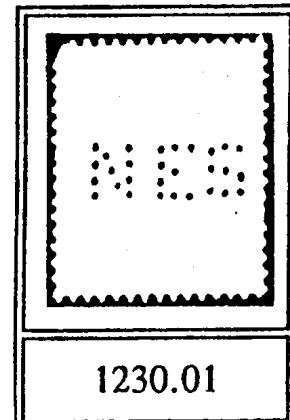
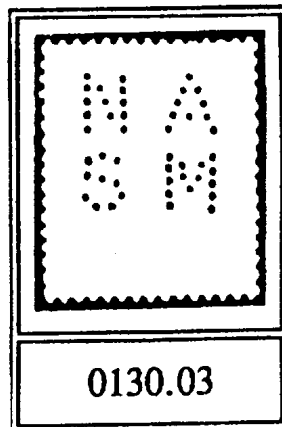
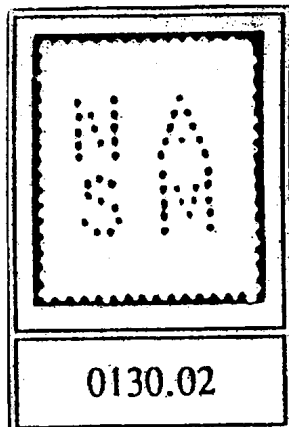
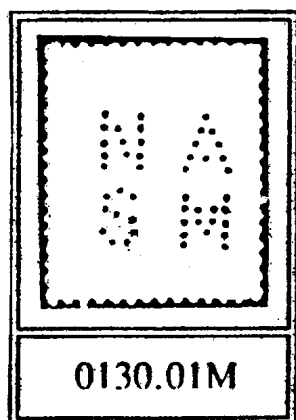
One of their most famous products was the one penny bar of chocolate dispensed from cast-iron vending machines at railway stations. The 'Milky Bar' made its debut in 1937. In 1939, one year after it was developed for retail sale by scientists at the Swiss research centre, instant coffee was made at Hayes.

The Second World War affected Nestle like every other manufactory. The Hayes factory was turned over to war production - mainly work on radar. They also produced a drug used to treat coronary heart disease and in 1942, in collaboration with Glaxo, they produced the then wonder drug, penicillin.

From 1960, Nestle acquired many well known 'names' such as:- 1960 Crosse & Blackwell: 1974 Findus: 1976 Libby's soft drinks: 1978 Chambourcy: 1985 Carnation: 1988 Rowntree-Mackintosh: 1992 Perrier:

In 1992 in the U.K. a new company structure, Nestle UK Ltd., was set up.

| <u>PERFIN</u> | | <u>ADDRESS</u> | <u>IN-USE</u> |
|---------------|-------|--|---------------|
| N0130.01M | NA/SM | Nestle & Anglo-Swiss Condensed Milk Co., Cocoa & Chocolate Dept, 6/8 Eastcheap, London EC3 | 1905-1934 |
| N0130.02 | NA/SM | Nestle & Anglo Swiss Condensed Milk Co., 6/8 Eastcheap, London EC3 | 1908-1920 |
| N0130.03 | NA/SM | Ditto but also at Tutbury | 1930-1935 |
| N1230.01 | NES | Nestle Co .Ltd., London SE16 and at Chippenham. Formerly Nesmilk Ltd | 1945-1965 |
| N1230.01aM | NES | Nestles Milk Products Ltd., 6/8 Eastcheap, London EC3. | 1945-1957 |
| N1230.02 | NES | The Nestle Co. Ltd., London SE16 | 1930-1945 |
| N2170.01M | N/MP | Nestles Milk Products Ltd., 6/8 Eastcheap London EC3. [Raw Products Ltd is also identified with this same die. Is this a Nestle company?] | 1935-1941 |
| N2170.02M | N/MP | Nestles Milk Products Ltd., 6/8 Eastcheap, London EC3. Branches nation-wide. | 1945-1950 |

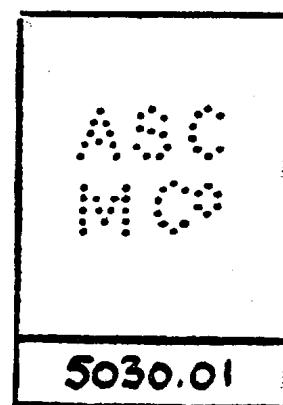
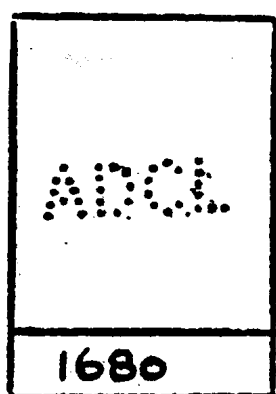


Prior to 1905

In 1873 Nestle began manufacturing at Aylesbury, Buckinghamshire. Perfin die A1680.01 (ADCL) is for The Aylesbury Dairy Co.Ltd., Lon.W1 Tomkins has the user date as 1874-1905 which would tie in with the history of Nestle. All my loose stamps are 1d Plates, 1880 or Jubilee issue. However, I have a Trade Card from 3/5/21 with this die on a KGV 1d: postmarked Paddington W2 and sent by Aylesbury Dairy Co. Ltd., 31 St.Peterburgh Place, Bayswater, London W2.

A5030.01 (ASC/MC⁰) is identified with Anglo-Swiss Condensed Milk Co., 10 Mark Lane, London EC: dates of use 1895-1905. Again my loose stamps are Jubilee or KEVII issue. I have no cover for this die.

In 1905 when Nestle merged with the Anglo-Swiss Milk Company it would seem logical that these two dies were scrapped in favour of the NA/SM dies: but what of my 1921 Trade Card?



In Bulletin 280 (Feb'96) I gave the history of Crosse & Blackwell and their perfins, using literature from Nestle UK Ltd. At that time I stated that I would research the Nestle perfins and again wrote to Nestle UK Ltd. for further information about the ADCL and ASC/MC⁰ companies and their place in the history of the Nestle empire. I also enquired about the possibility of Cow & Gate and Horlicks Malted Milk having a link with Nestle. Unfortunately I did not get a reply to this line of enquiry, despite the splendid information I had received from them about my Crosse & Blackwell research. If any members can throw further light on the later use of the ADCL perfin I would be delighted to hear from them.

This is a photocopy of a delightful item from my collection. The cover states that Nestle's Milk is Always Pure and the card inside shows why. Excellent quality control. I had to darken the printing to show up the 'dirt' on the cotton wool. The perfin is N0130.03

